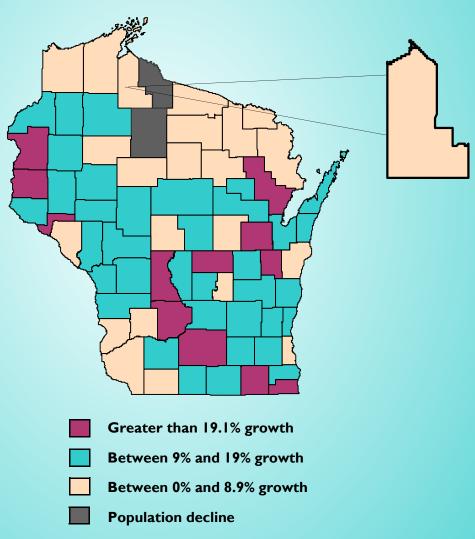
Ashland County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center. Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

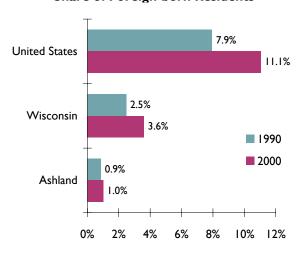
The population in Ashland County continued to increase through 2001 following the turn around in the last decade from years of declining population. The increase of 113 residents from 16,866 in April 2000 to 16,979 by January 2002 was slower than in the state or nation. The largest numeric increases among the county's municipalities were in the City of Ashland and the contingent Town of Gingles. Both added 31 residents in the 20-month period.

Population growth in the county is attributed to both individuals moving into the area and an increase from natural causes (births exceeding deaths). Since April 2000 the county gained III new residents from migration, but added only 2 residents from natural causes, even though there were 358 births. In both cases, the change was less than in other non-metropolitan counties. Statewide, the increase from migration was 0.94 percent and from natural causes was 0.74 percent.

One reason for fewer births is less ethnic diversity in the county population and fewer foreign-born residents than in other areas of Wisconsin and the United States. In the United States, and to some degree in Wisconsin, an increase in births is linked to non-white populations. Even though the number of births to whites is still the greatest share of all births, that is declining as births to other ethnic groups increases.

Most of the foreign-born residents in Ashland County were born in European countries, followed

Share of Foreign-born Residents

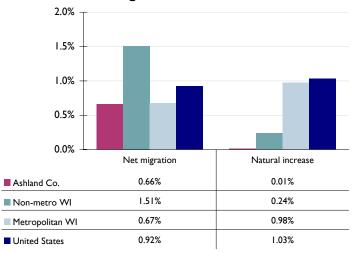


Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-PI4

Total Population

	April 2000	January I, 2002	Percent
	Census	estimate	change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Ashland County	16,866	16,979	0.7%
Largest Municipalities			
Ashland, City	8,620	8,651	0.4%
Sanborn, Town	1,272	1,276	0.3%
White River, Town	892	911	2.1%
Mellen, City	845	852	0.8%
Jacobs, Town	835	830	-0.6%
Gingles, Town	640	671	4.8%
Ashland, Town	603	605	0.3%
Morse, Town	515	520	1.0%
Agenda, Town	513	509	-0.8%
Chippewa, Town	433	439	1.4%

Net migration and natural increase



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

by those from Asia and a substantial number from other North American countries. Out of a total population in 2000 of 16,866, 170 moved to the county from foreign country, and 92 moved to the county since 1990.

In the last decade there were over 2,107 births in Ashland County, less than the 2,178 residents 0-9 years old living in the county in 2000 (see table on page 2). By 2010 the number of residents under ten is projected to decline, the result of fewer

(Continued on page 2)



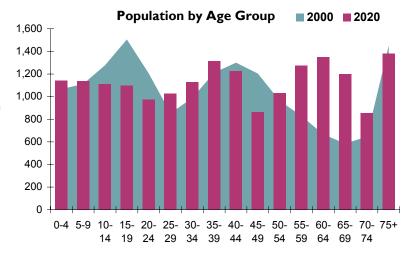
	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	580	606	688	7 4 8	579	411	506	604	652	604	486	413	347	257	290	536
Female	487	505	590	757	626	442	482	608	648	600	478	416	319	328	356	917
2005																
Male	534	586	629	691	630	563	405	520	622	659	611	493	407	331	226	534
Female	510	492	526	630	683	657	439	485	604	645	608	491	417	306	295	891
2010																
Male	557	538	602	632	582	613	555	418	538	632	672	624	491	393	296	488
Female	532	513	507	559	566	711	65 I	441	480	599	653	625	494	40 I	274	824
2015																
Male	584	557	550	601	529	563	601	570	431	545	642	685	619	475	354	514
Female	558	532	526	533	499	587	70 I	65 I	434	474	604	668	626	474	358	758
2020																
Male	583	582	568	547	500	509	549	613	585	435	553	655	680	598	430	587
Female	557	556	544	552	475	518	578	700	640	428	479	619	669	601	424	794
Source: W	'isconsin [Dept. of	Administ	ration, D	emograpł	nic Servic	es, Octob	er 2003								

births and less in-migration of families.

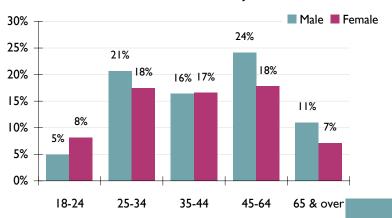
The total population, however, is projected to increase 7.4 percent to 18,108 by 2020. The greatest increase will occur in the population groups between 55 and 69 years old. This increase is from both aging residents and migration of individuals moving to the county.

The graph on the right illustrates some of the changes that will occur in the county population. By 2020 not only will there be more older residents, there will be fewer residents in the younger age groups. Some of that deficit is the result of fewer births in the late 1990s and early 2000s, but there is also the loss of young people who leave the area once they graduate from high school and, a second out-migration upon completion of post-secondary education.

The bottom graph shows the percent of residents in Ashland County with a college degree. Statewide, the percentages are higher than in Ashland County even though Northland College is in Ashland. While 21 percent of male and 18 percent of female residents in the 25-34 year group have at least a bachelor's degree those percentages drop significantly, especially for men, in the next age group. Overall, 16 percent of the population over 25 years old possesses a college degree compared with 22 percent in the state. Contrary to a trend in the state, Ashland County does not have a higher share of females with a bachelor's degree.



Percent of age group with at least a Bachelor's degree in Ashland County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

Once every ten years the census produces labor force demographics that includes labor force participation rates by age groups. The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional population.

The top graph shows that labor force participation rates are highest for the middle age groups and lowest for the older age groups. This is typical in most counties and states and reflects the changing needs and desires of people to work. Younger residents are in school, middle-aged residents have many financial commitments, and older residents are anticipating retirement.

In Wisconsin the LFPR is higher than most other states and may have reached maximum levels. In 2002, the LFPR in Wisconsin of 73 percent was among the five highest in the United States. The overall participation rate in Ashland County in 2002 was 66.2 percent, lower than in the state participation rate and national LFPR of 66.6 percent.

The Wisconsin LFPR is higher than in Ashland County because there is greater participation from all age groups but especially from older residents. In Wisconsin male and female LFPR among 55-61 year olds are 77 and 65 percent, respectively; among 62-69 year olds, 37 and 29 percent, respectively; and among the 70+ years group, 14 and 7 percent, respectively. Only 62-69 year old females exceed the state rate.

Several possibilities could explain lower participation rates in Ashland County: the types of jobs require more physical, rather than mental, abilities; residents move to the county to retire, not to work; or, hours and pay of part time jobs are insufficient to entice older workers.

The lower participation rates from older residents become increasingly more significant as a greater number of residents enter those groups. The labor force projections in the graph on the right assume current participation rates by age and sex of the projected population for 2020.

By 2020 the total labor force age population (16 years and older) in the county will increase from 13,110 in 200 to 14,500 but the share of residents over 55 years old will increase from 32 to 42 percent. Increasing the participation rate of those over

Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

91%

84%

90%

79%

68%

61%

35%

34%

11%

6%

Male

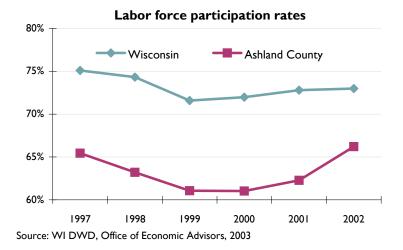
Female

58%

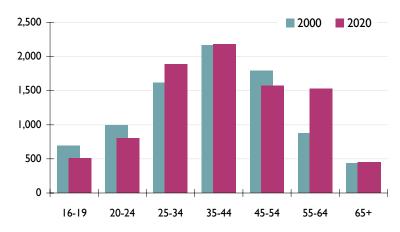
57%

83%

82%



Labor Force by Age in 2000 & 2020 in Ashland County



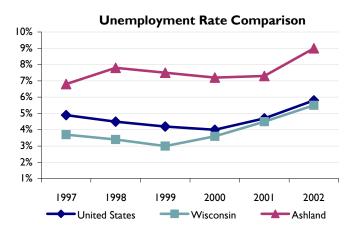
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

(Continued on page 4)

Ashland County Workforce Profile

55 by five percentage points would add roughly 300 participants to the workforce and could help alleviate some of the impending labor shortage.

Of the 8,554 residents who currently participate in the labor force 7,783 are employed and 771 are unemployed. The number of unemployed is higher than in 1998 due to the recession even though the number of employed changed little. Even though some employers were laying off workers others were adding jobs. Unemployment rates are at the highest level since 1991.



Ashland County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	8,280	8,036	7,662	8,093	8,333	8,554
Employed	7,713	7,411	7,091	7,508	7,724	7,783
Unemployed	567	625	571	585	609	771
Unemployment Rate	6.8%	7.8%	7.5%	7.2%	7.3%	9.0%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Ashland County is in the northwest region of the state and the list of jobs on the right is representative of the jobs in the county.

The greatest demand for workers is in the occupations on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs that workers often leave as other opportunities open up. Turnover is high and wages are low. There are a few exceptions on the list: registered nurses, truck drivers, and general managers. All three require a greater degree of education and the wage scales also reflect this.

The 'Fastest Growth' occupations are often referred to as hot jobs, with more training requirements and better wages. In Northwest Wisconsin, however, even the list of fastest growth occupations includes many that require only short-term training. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from 5 to 10 jobs increased 100 percent whereas an occupation that changes from 2,000 to 2,200 jobs increased only 10 percent.

Northwest Region Occupation Projections: 2010

		Education & Training	Average
	Top Ten Occupations	Typically Required*	Wage**
	Computer Support Specialists	Associate degree	\$15.50
	Personal and Home Care Aides	I-month or less training	\$8.13
ļ	Home Health Aides	I-month or less training	\$8.95
Growth	Social/Human Service Assts	I-12 mo. on-the-job training	\$12.72
اق	Hotel/Motel/Resort Desk Clerks	I-month or less training	\$7.94
st	Security Guards/Gaming Surv Offcrs	I-month or less training	NA
Fastest	Comb Food Prep/Serv Wrk/Incl Fast	I-month or less training	\$6. 4 7
Fa	Emergency Med Techs/Paramedics	Postsecondary voc. trng	\$9.82
	Tchrs/Prim/Sec/Adult/All Other	Bachelor's degree	\$10.19
	Fitness Trainers/Aerobics Instruct	Postsecondary voc. trng	\$7.54
	Comb Food Prep/Serv Wrk/Incl Fast	I-month or less training	\$6.47
۱,,	Cashiers	I-month or less training	\$7.09
Openings	Waiters/Waitresses	I-month or less training	\$7.38
اَڃَا	Retail Salespersons	I-month or less training	\$8.23
þ	Registered Nurses	Bachelor's degree	\$20.27
	Nursing Aides/Orderlies/Attendants	I-month or less training	\$9.27
Most	Bartenders	I-month or less training	\$6.65
ĮΣ	Maids/Housekpng Cleaners	I-month or less training	\$7.76
	Truck Drivers/Heavy/Tractor-Trailer	I-I2 mo. on-the-job training	\$15.61
* 7.	General and Operations Mgrs	Work experience & degree	\$26.89

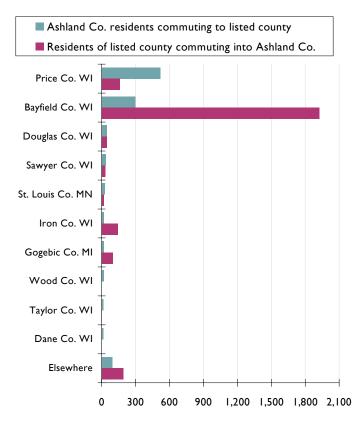
^{*} The most common way to enter the occupation, not the only way

Source: WI DWD, Bureau of Workforce Information, 2002

^{**} Wages from Occupation Employment Statistics survey responses for region, 2001 Northwest WDA includes Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor and Washburn counties.

County Commuting Patterns

The 'county-to-county worker flow' files, also known as county commuting patterns, are one of the most anticipated data sets released by census. It is a key piece of information when profiling the workforce of a local community, especially in Ashland County where a large share of the workers travel from other counties. In Wisconsin, commut-



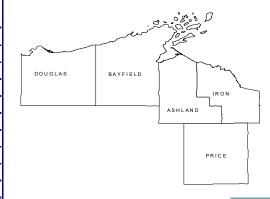
ing patterns for municipalities are also available every ten years from the census and were released in April 2003.

Ashland County gains more workers than it losses to employers in neighboring counties. Roughly 2,630 workers from neighboring counties travel to jobs with employers in Ashland County. Most of those workers, 73 percent travel from Bayfield County, and for the most part, they are headed for employers in the City of Ashland.

Another 246 workers from Iron County (WI) and Gogebic County (Michigan) travel to Ashland County for work and they, too, are primarily headed to employers in the City of Ashland. Workers from Price County, however, prefer to find work with employers in the Village of Butternut which is much closer to home.

Only 15 percent of the Ashland County workforce leaves the county for a job. Of the 1,115 workers who travel to other counties for employment nearly half are headed to employers in Price County. Most of them live in the southern Ashland County and four of every five workers are employed in the City of Park. In fact, more residents from the towns of Chippewa and Agenda and the Village of Butternut work in Price County than work in Ashland County. Workers who leave the county for employment are still included in the Ashland labor force. More significant though are the workers from other counties that help fill vacancies with local employers.

	Ashland Co. residents	Residents of listed	Net gain or
	commuting to listed	county commuting into	loss of
	county	Ashland Co.	workers
Price Co. WI	519	161	-358
Bayfield Co. WI	301	1,927	1,626
Douglas Co. WI	46	46	0
Sawyer Co. WI	37	33	-4
St. Louis Co. MN	29	21	-8
Iron Co. WI	20	146	126
Gogebic Co. MI	19	100	81
Wood Co. WI	19	not avail.	not avail.
Taylor Co. WI	16	2	-14
Dane Co. WI	14	not avail.	not avail.
Elsewhere	95	191	96

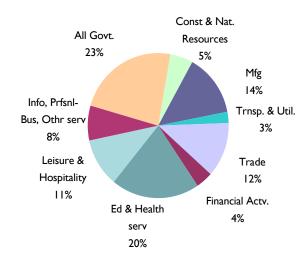


Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

Industry Employment -Introducing NAICS (North American Industry Classification System)

In 2003 the industry coding system for employers, used to publish employment estimates, changed from the Standard Industrial Classification (SIC) to the North American Industry Classification System (NAICS). The transition from SIC, used for the last seventy years, to NAICS began in 1997 with the Economic Census. However, the monthly Current Employment Statistics program, responsible for the monthly nonfarm wage and salary employment estimates for counties, initiated the change with the revision of 2002 estimates.

Ashland County Industry Distribution: 2002



Because NAICS is so different, revisions to earlier years' estimates are difficult and do not appear in this publication.

There are new industry classifications in NAICS that simply did not exist in SIC. Good examples of this are the new industry sectors for leisure and hospitality and information. Also under NAICS loggers were moved from manufacturing and grouped with natural resource.

Some of the changes to the Ashland employment estimates are visible in the table below for 2002 (SIC distribution uses unrevised estimates). Employment in manufacturing declined from 17 percent under SIC to 14 percent using NAICS. Logging jobs were transferred from manufacturing to natural resources, and many of the jobs in printing and publishing, especially those with media, were moved to the new information sector.

Information now includes jobs not only from printing and publishing but many of the communication jobs that were grouped with transportation. Transportation jobs are now grouped with warehousing and utilities.

Wholesale and retail trade jobs declined to 12 percent of total employment in NAICS from 21 percent. The primary reason is that restaurants, food service companies and bars were moved to a new NAICS sector of leisure and hospitality. Hotels and lodging facilities are also a part of this new sector, making it easier

(Continued on page 7)

D: -4--:

2002 Industry Employment in Ashland County: A comparison of two classification systems Dictri

	Employ-	Distri-		Distri-
NAICS Super-sectors	ment	bution	SIC Industry Divisions	bution
Construction, natural resources & mining	479	5%	Construction & Mining	4%
Manufacturing	1,226	14%	Manufacturing	19%
Transportation, warehousing & utilities	238	3%	Transportation, utilities & communication	3%
Trade (wholesale & retail)	1,092	12%	Wholesale trade	2%
			Retail trade	18%
Financial activities	344	4%	Finance, insurance & real estate	4%
Information, professional & business services,				
other services	693	8%	Services & misc (incl. agr, forestry, fishing)	28%
Education and health services	1,811	20%	Government	22%
Leisure & hospitality	978	11%		
Government	2,092	23%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Employ

Ashland County Workforce Profile

to monitor changes in tourist related businesses. It will also be much easier to monitor the rapidly expanding health services sector even though it is grouped with private education in the monthly estimates.

The lists of top ten industries and employers in Ashland County uses the North American Industry Classification System. In this list all private and public education were grouped together making it the largest industry sector in the county, as it has been for several

years. Northland College, a private institution is also on the list the largest employers in the county.

Together the largest industry sectors provide over half of all the jobs in the county while the ten largest employers provide nearly thirty percent of the jobs. Eight of the ten are in the City of Ashland, but Columbia Forest Products and Bird's Eye Veneer, in southern Ashland County, are some of the attraction for workers from Price County.

Top 10 Industry Groups in Ashland County

	Mare	ch 2003	Numeric change
Industry Group	Employers	Employees	2002 - 2003
Educational Services	7	890	389
Executive, Legislative, & Gen Government	20	768	111
Wood Product Manufacturing	14	611	-237
Food Services and Drinking Places	49	598	229
Hospitals	*	*	*
Ambulatory Health Care Services	32	369	51
Machinery Manufacturing	*	*	*
Nursing and Residential Care Facilities	5	295	*
Social Assistance	16	284	#N/A
General Merchandise Stores	*	*	*

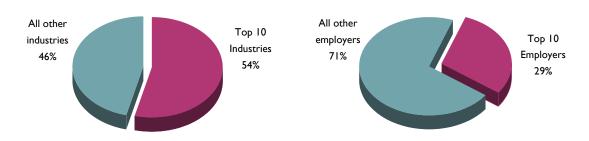
^{*}data surpressed to maintain confidentiality

Top 10 Employers in Ashland County

Company	Product or Service	Size
Bad River Band Lake Superior Chippewa	American Indian tribal governments	500-999
Memorial Medical Center, Inc.	General medical & surgical hospitals	250-499
School District of Ashland	Elementary & secondary schools	250-499
C G Bretting Mfg. Co, Inc.	Paper industry machinery manufacturing	250-499
Northland College	Colleges, universities, and professional schools	100-249
Wal-Mart Associates, Inc.	Discount department stores	100-249
Columbia Forest Products, Inc.	Hardwood veneer and plywood manufacturing	100-249
County of Ashland	Executive & legislative offices, combined	100-249
City of Ashland	Executive & legislative offices, combined	100-249
Birds Eye Veneer Co.	Hardwood veneer and plywood manufacturing	100-249

Share of jobs with top 10 industries

Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Ashland County Workforce Profile

The bottom graph emphasizes the strong presence of education and health service employers in Ashland County. Roughly 26 percent of all jobs in the county and 32 percent of total payroll is from this sector. The annual average wage for workers in the education and health sector in

The average wage for all workers in Ashland County of \$25,420 increased 3.5 percent from the 2001 average of \$24,553. Statewide the aver-

2002 was \$31,392 which approaches the average wage for similar workers statewide.

age wage rose 2.7 percent in 2002.

Even though NAICS provides a better picture of wages in the new sectors, there are still details on part time jobs and temporary employment missing that are key components of annual average wages.

Average Annual Wage by Industry Division in 2002

	Average	e Annual Wage	Percent of	I-year
	Wisconsin	Ashland County	Wisconsin	% change
All Industries	\$ 32,422	\$ 25,420	78%	3.5%
Natural resources	\$ 25,481	\$ 23,871	94%	-3.2%
Construction	\$ 39,649	\$ 37,648	95%	21.2%
Manufacturing	\$ 40,584	\$ 29,655	73%	5.2%
Trade, Transportation, Utilities	\$ 28,422	\$ 21,757	77%	2.7%
Information	\$ 38,871	\$ 20,134	52%	8.0%
Financial activities	\$ 40,337	\$ 23,095	57%	5.9%
Professional & Business Services	\$ 36,324	\$ 26,241	72%	-15.5%
Education & Health	\$ 33,768	\$ 31,392	93%	2.4%
Leisure & Hospitality	\$ 11,837	\$ 9,908	84%	4.8%
Other services	\$ 19,500	\$ 16,178	83%	-17.2%
Public Administration	\$ 33,769	\$ 24.160	72%	6.4%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

Census 2000 revealed that 29.2 percent of the workforce works part time and 25.4 percent works less than 40 weeks per year. In Wisconsin 24.1 percent work part time and 19.5 percent work less than 40 weeks per year.

2002 Employment and Wage Distribution by Industry in Ashland County

	<u> </u>			<u> </u>					
	Employ	ment	Total						
	Annual average	I-year change	Payroll	_	■ % of Total Payroll■ % of Total Employment				
Natural Resources	69	-10	\$ 1,647,067						
Construction	446	109	\$ 16,791,181						
Manufacturing	1,254	-280	\$ 37,187,413						
Trade, Transportation, Utilities	1,415	0	\$ 30,785,734						
Information	154	0	\$ 3,100,658						
Financial Activities	344	18	\$ 7,944,589						
Professional & Business Services	283	-93	\$ 7,426,341						
Education & Health	2,189	60	\$ 68,716,643						
Leisure & Hospitality	897	14	\$ 8,887,517						
Other services	190	-14	\$ 3,073,806						
Public Administration	1,228	-2	\$ 29,668,961						
Not assigned	0	0	0	% 10%	15% 20% 25% 30%				
All Industries	8,467	-198	\$215,229,910	,5 10,0	20,0 20,0 50,0				

Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Net earnings from jobs, both in and out of the county, self-employment, and proprietorships, comprise the greatest share of total personal income in Ashland County. Even though net earnings comprise 57.5% of total county income that is less than both the state and national share of 66.7 and 67.6 percent, respectively. That's because the share of transfer payments, which include social security, is higher in Ashland County.

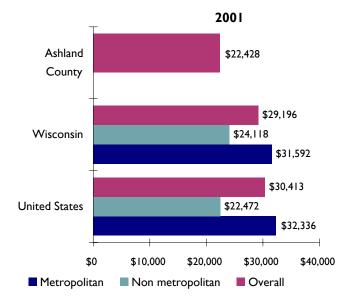
The higher share of transfer payments, plus an annual average wage that is much lower than in the state,

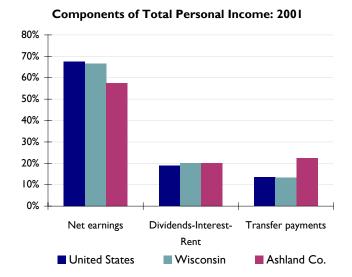
contribute to a lower per capita personal income in the county. The gap is shrinks if you compare Ashland County to other non-metropolitan areas in Wisconsin and the nation. Non-metropolitan wages are lower primarily because the jobs available in metro areas are in occupations that demand higher salaries and the competition for workers drives up wages.

The Ashland County PCPI of \$22,428 in 2001 was 74 percent of the national PCPI and 77 percent of the state. It ranked 46th among the 72 counties in Wisconsin.

Per Capita Personal Income

							Percent	Cnange
	1996	1997	1998	1999	2000	2001	l year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Ashland County	\$17,760	\$18,727	\$19,843	\$20,408	\$21,600	\$22,428	3.8%	26.3%





Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

Education levels of population, labor force participation rates, commuting patterns:

Labor force estimates (employed and unemployed), industry employment, average annual wages:

Occupations in-demand:

Per Capita Personal Income:

Profile author:

http://www.doa.state.wi.us/dir/index.asp

http://www.census.gov/main/www/cen2000.html

http://www.dwd.state.wi.us/lmi/http://www.dwd.state.wi.us/lmi/wda_map.htmhttp://www.bea.gov/bea/regional/reis

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